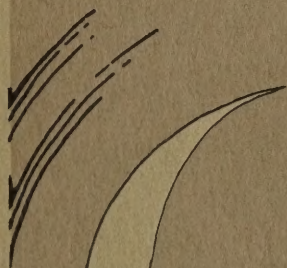


DECORATIVE LIGHTING



The Bryant Park
Electric Lamp
Company

330 W. 42ND STR.
NEW YORK CITY

BRYANT PARK ELECTRIC LAMP COMPANY

THE MAGIC APPEAL OF COLORED LIGHT

COLOR is Nature's best expression of beauty. Its appeal is universal. Colored light is easily the most effective adaptation of this naturally appealing force in business and for pleasure.

Unrealized beauty in decorations and furnishings may be revealed, and the whole scheme of an interior can be remodeled by merely changing the color of the light.

BRYANT PARK SPRAY-COLOR FINISH

Eliminates all existing glare of the bulb and gives perfect diffusion. Decorates harmoniously any interior when unlighted, having a beautiful matt surface. Colors or tints may be matched conveniently in any shade to suit fastidious demands.

QUALITY UNEQUALED

Smooth and velvety appearance; free from all spots or runners when lighted; vastly higher in luminosity and radiance than dip-color can produce; practically equal to annealed copper in hardness; unaffected by light or heat (all except a few colors may be heated to the melting point of glass without injury); unaffected by water or acids; unaffected after continuous immersion in water for two years; may be scrubbed with boiling water and soap, or other cleansing agents, without detriment.

COST AND ECONOMY

The cost of our spray-colors is nominal as compared to the fading and chipping of dip-colors. The latter make for inefficient light, periodical renewal of coloring, lack of color uniformity, fire hazard and quadruple cost of maintenance. Continual removal of lamps from sockets and handling while recoloring the same, cause a loss of 25 per cent and more in broken filaments and bulbs. Once a spray-colored lamp is put in its socket, it will remain there untouched until burned out. No more economical colored lamp for sign use can be obtained.

COLORED LAMPS AND THEIR APPLICATION

Lamps finished by this process may be used indoors or outdoors. The finish is permanent throughout the life of the lamp, and may be applied to vacuum as well as gas-filled lamps up to 1500 Watt.

These lamps are essential and desirable for candle and ball lamp fixtures. They are recommended for the general illumination of hotel lobbies, theatres, restaurants, apartment houses, churches, and living-rooms, where an atmosphere of refinement may be suitably created by adaptation of our Alabaster, Deep Ivory, Pale Ivory, Amber-Orange, Brick Amber, Straw Amber, Flesh, Old Rose, Coral, Salmon, Sunburst, Apricot, Gold Amber, etc.

Signs or marquees may be converted into distinctive landmarks through appropriate use of spray-colored bulbs and will improve vastly the legibility and visibility in relation to surrounding lighting displays. Any number of individual colors may be selected for this purpose to secure individuality in any district.

DELIVERY SERVICE: "TWENTY-FOUR HOURS OR LESS"

Owing to the great variety of types, wattages, voltages, and colors in lamps, all orders for spray-coated lamps are made to order. We have maintained during rush periods a TWENTY-FOUR-HOUR service on the finished product. Rush orders will at all times be given due attention and orders for spray-coloring may be executed from two to four hours after placement.

COLORED LIGHT ARTISTRY

The art of the decorator has been recognized for centuries but strangely, it has not been appreciated until recently that colored light in the hands of the lighting artist has greater potentiality than the decorator's media. As the decorator must depend exclusively upon ordinary light and his palette of color pigments to obtain various expressions, so does the lighting artist employ colored light to achieve expressiveness.

From time immemorial, and to all nations alike, red has symbolized fire, heat, danger, strength, and deep feeling. Green, because of its association with spring is the color of hope and serenity. In this manner differently colored light carries to each person definite feelings. The use of colored light unquestionably is one of the most powerful means of creating an atmosphere—an inner feeling—a pleasant association and by coloring electric lamps in any shape and size, we seek to interpret the requirements of a field that has barely been scratched. Transmitting light through color-screen gelatines, natural colored glass lenses and lamps, color-caps, colored fabrics and parchments, produces excellent effects but these methods are expensive in comparison to the use of colored lamps. We aim to produce the beauty of colored lighting in all its refinement in the most economical and practical way.

Great advantage may be derived from our effort to please those who would have individuality and choice, hence, the large assortment of tints and colors. There is a general agreement in classifying standard colors into

warm and cold groups. Yellow, orange and red are colors to which the attribute of warmth is given. The cold colors are found at the blue end of the spectrum. The neutral colors are in the central region of the spectrum, namely the greens and adjacent colors. Neutral colors and subtle tints are found in BRYANT PARK SPRAY-COLORED LAMPS near the extreme limits of the spectrum as the result of additive mixtures of colors. We can produce in our laboratory at short notice any tint or color for spray-finishing electric lamps.

Superficial colorings for electric lamps may be sub-divided into (a) solutions into which the lamp is dipped, and (b) liquids containing suspended pigments which are sprayed on the lamp. The solutions applied by dipping usually consist of aniline dyes dissolved in a liquid celluloid vehicle of inflammable character for transparent colors. A white insoluble powder is added to give opaque effect.

In our process we have made it possible to grind insoluble coloring materials, such as pigments, metal oxides and typical porcelain ingredients, fine enough so that they will be held in suspension in non-inflammable vehicles of our own invention. The aniline dyes fade readily under the influence both of heat and light, hence, these dips are unsatisfactory even for small ten-watt lamps. Furthermore, humidity will affect gelatinous coats in identically the same manner as photographic films. For example, gelatinous coats will absorb moisture readily, contract and break from the glass or peel off when the air exerts its drying effect. These same coats will scorch or burn off from the higher wattage lamps. Hence, even if the coloring dye were heat-resisting like permanent pigments, the permanence of the coat still is dependent on the vehicle.

We have developed a spray-finishing method using insoluble and permanent coloring pigments which are suspended in an equally permanent vehicle, thus insuring perfect results with high wattage bulbs. Experiments over a number of years have established the fact that tinted or colored light could be produced efficiently and economically by our process with the aid of proper chemical baths, spraying apparatus, machinery, and firing ovens. Without question the lighted spray-colored lamp presents a far better appearance than the dipped lamp.

BRYANT PARK SPRAY-COLORED LAMPS are used in expositions, theatres, churches, clubs, signs, marquees, restaurants, homes, show-window reflectors, pageants, stage lighting, signals, stores, factories, autos, boats, photography, exit-lighting, etc., and wherever the lighting artist wishes to apply colored light media.

The luxury of abundant, but mellow-colored light works its magical suggestions and feelings into the quiet evenings at home, as surely as when

these same lamps lend animation to the entertainment of friends. Unlimited are the possibilities of creating the most pleasurable atmosphere anywhere through skilful color blending of light, and it is veritably as potent a maker of moods as is music. The flame-shaped or torch lamps in alabaster or ivory tints, for example, may be had conveniently with tip and bottom in an antique amber or sienna hue. Any other color combination could be readily produced to suit the taste. Every lamp shade and wall bracket fixture equipped with tinted bulbs will enhance its own beauty and harmonious glow, softening all harsh light reflections emerging from the same.

For use in reflectors, in silvered or aluminized troughs as employed for the illumination of the stage and other sources of concealed lighting, we are perfecting a variety of *transparent* spray-color finishes. The color quality will surpass colored gelatines, natural glass lenses and color caps, guaranteeing the user a 100 per cent permanent color source plus maximum light output. These transparent colors will be economically produced and applicable up to 1500 Watt lamps.

The BRYANT PARK ELECTRIC LAMP COMPANY has specialized as no other concern has in the study, development, and actual production of technical and scientifically colored lamps. BRYANT PARK SPRAY COLORS are the result of the combined ability of experienced chemists in our unique organization.

Experimentation and research will be our perpetual task to maintain and improve the quality of the product, and this has contributed toward warranting the confidence of large concerns, some of which listed below, who have consistently entrusted us with their orders.

ATLANTIC LAMP DIVISION OF GENERAL ELECTRIC CO.
BUCKEYE LAMP DIVISION OF GENERAL ELECTRIC CO.
FEDERAL LAMP DIVISION OF GENERAL ELECTRIC CO.
SIBLEY PITMAN CORPORATION
WESTERN ELECTRIC COMPANY
ROYAL EASTERN ELECTRIC SUPPLY COMPANY
L. L. STRAUSS & COMPANY
STRAUSS & COMPANY
MANHATTAN ELECTRIC SUPPLY COMPANY
BELLER ELECTRIC COMPANY
KEITH, MOSS, AND PROCTOR'S THEATRES
MARTIN BECK THEATRE

To aid all fields of business or other activity where colored lamps will be useful, we have prepared and appended hereto a scientific color chart for selection of colors.

BRYANT PARK ELECTRIC LAMP COMPANY

330 WEST 42ND STREET, NEW YORK, N. Y.

Standard Colors



Yellow No. 1



Flametint No. 2



Amber-Orange No. 3



White Opaque No. 4



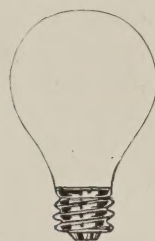
Red No. 5



Green No. 6



Blue No. 7



White Transparent No. 8

Special Colors and Tints



Pale Yellow No. 9



Pale Canary No. 10



Deep Canary No. 11



Apricot No. 12



Pale Ivory No. 13



Deep Ivory No. 14



Alabaster No. 15



Alabaster Deep No. 16

BRYANT PARK ELECTRIC LAMP COMPANY



Gold-Amber No. 17



Straw No. 18



Orange No. 19



Brick Amber No. 20



Salmon No. 21



Vermillion No. 22



Fire Red No. 23



Wine No. 24



Ambassador No. 25



Biltmore No. 26



Ritz-Carlton No. 27



Sunburst No. 28



Old Rose No. 29



Old Rose, Pale, No. 30



Pink No. 31



Pink, Pale, No. 32

BRYANT PARK ELECTRIC LAMP COMPANY



Orchid No. 33



Lilac No. 34



Violet No. 35



Daylight No. 36



Light Blue No. 37



Apple Green No. 38



Jade No. 39



Jade Transparent No. 40



Sweet Pea No. 41



Lavender No. 42



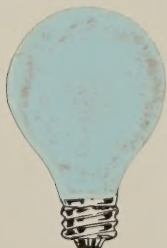
Purple No. 43



Sky Blue No. 44



Turquoise No. 45



Azur No. 46



Emerald No. 47



Ochre No. 48



